

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



231 WEST WISCONSIN AV.
MILWAUKEE 3, WISCONSIN



*Spic & Span - Champion Basket, Garfield Park
1948 - The Proud Young Lady is
Nancy Ann Puerner...*

GLADIOLUS

'King of Flowers'

Our favorite flower, the gladiolus, is now the leading commercial flower. This is only natural because of the great improvement we have developed in the glads in the past ten years. Of great assistance in bringing the gladiolus to the top in dollar volume has been the development of the southern winter growing of these flowers with the resultant year-around production and availability on the flower markets.

1948 WAS A BETTER YEAR

The summer season for the cut gladiolus growers proved to be much better than the previous season. While prices probably were a little lower for cut glads, the demand for them was vastly improved. I had reports from some growers saying that they could not keep their markets supplied and this in spite of the fact that more and more people are growing glads for the commercial markets.

PEOPLE WANT FLOWERS

Almost everybody appreciates the beauty of flowers, but not everybody has been able to afford them for regular and constant use in their homes. As we continue to increase the pro-



DAVID M. PUERNER

duction of gladiolus, their modest prices will enable more and more people to enjoy their beauty. This will mean a constantly expanding market for our product and if we must sell them cheaper, then we can grow more and more to increase our dollar volume. The main thing is to make our product available to more people and educate everybody to love them. Then we will have no trouble in making our business pay. We are not alone in this in gladiolus production. The greenhouse growers are no different. It has already been necessary for them to maintain their dollar volume and profits by systematically increasing their production. Some of our best Milwaukee flower

growers have only recently told me that they have maintained their profits by increasing their production per bench by as high as 15%, which has more than offset the reduced prices they received from the wholesale markets.

HOW TO INCREASE YOUR CUT FLOWER SALES

There is only one sure way to increase sales, no matter what you are selling. That is through advertising. Cooperative flower advertising, in many cities known as "allied florists associations," was founded in Milwaukee, and for thirty-one years we have carried on a large and consistent advertising program. The result has been to make Milwaukee an outstanding flower city. For the past eleven years, while I have directed this work, we have shown an increase in flower sales, year by year. Even during the past two years, when every major city has shown a loss of business, we continued upward in our dollar volume. Surely our advertising program has been a profitable one. I mention this to show that it is possible for you to do a similar job, no matter where you are. If you are in a small city and grow gladiolus for your local

for *Summer*
FLOWERS



**SEE
YOUR FLORIST**

*Colorful Billboards
featuring Gladiolus
used by
Milwaukee Florists*

florists, you can cooperate with him to advertise and increase the use of gladiolus throughout the summer season. If you are in a metropolitan market, you can contribute to your local allied florists association so that you might be in a position to request them to do more advertising for gladiolus, "The King of Summer Flowers." It doesn't take much to get your money back. If your newspaper is small you reach your readers on a more personal basis. If the newspaper is large your advertising reaches hundreds of thousands and in some cities millions of people. If you would like to try advertising during your glad season and want some help, drop me a note and I will be glad to assist you.

GLADIOLUS OFFER PLEASURE AS WELL AS PROFIT

Most of the people who receive this catalogue are not interested in growing gladiolus for profit. You want them purely for the pleasure their growing affords you, for the beauty they bring into your home and garden. Others grow these wonderful flowers for the thrill of

taking them to the gladiolus shows and the still greater thrill which comes when they capture the winning ribbons.

HOW TO WIN AT THE SHOWS

It is true that certain varieties are capable of producing more exhibition spikes than others. However, with correct growing you will be able to get the most out of the bulbs you plant.

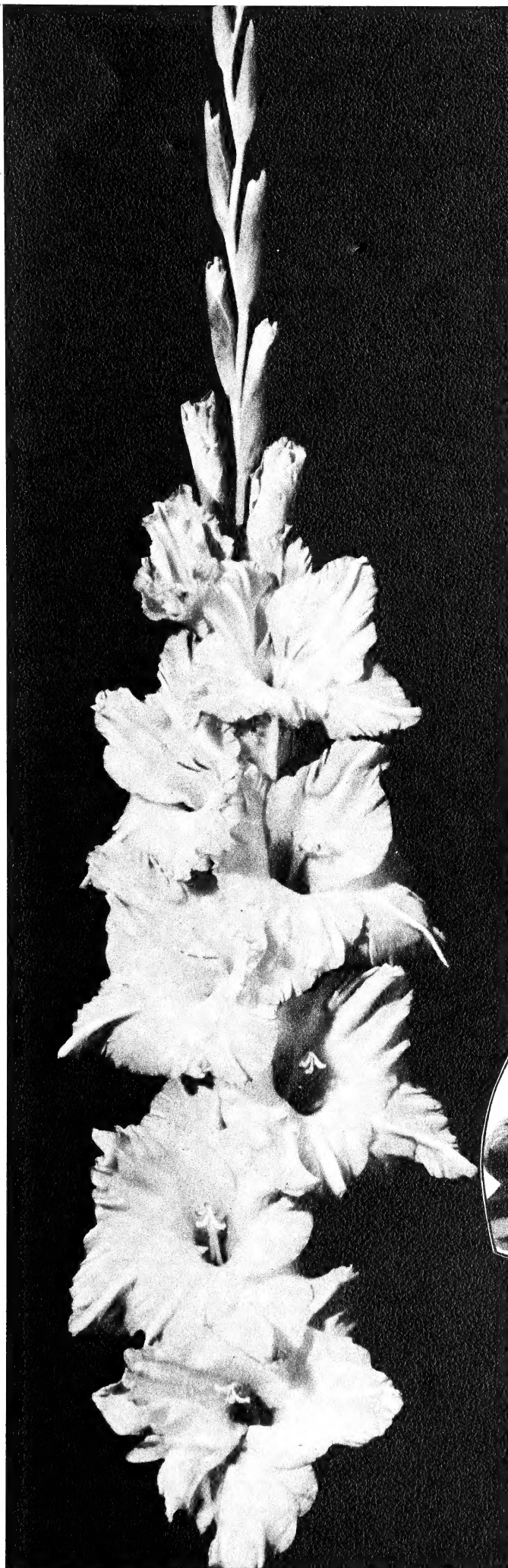
I'll give you just a few simple helps, which, if followed carefully, will enable you to grow topnotch, winning spikes for the shows.

The very beginning of your planting is of utmost importance. First, you need a clean, firm top-quality bulb, ranging from number one size down to and including number three. They should be young bulbs, preferably grown from bulblets. Almost any type of soil will produce good flowers, but location is an important factor. The gladiolus like a lot of sunshine and air. So keep them away from buildings, trees and shrubbery whenever possible. Ample water is also needed, but you must have a well drained location so that the plants do not stand in water. Frequent cultivation is helpful, especially after

watering or heavy rains, to permit air to re-enter the soil.

Plant your bulbs deep, 6" to 7" for large bulbs. You can only partially cover them at first and keep filling in the rows as the plants grow. This is important because it is necessary to keep the roots of your plants down at a level where they will be cool during the hot summer days. Your soil should have humus and moderate fertility.

Much of your success will depend upon the start you give the new plant. You cannot neglect the job at the beginning and expect to obtain good results from a poorly grown, stunted plant. The size, health and vigor of the new plant will to a great extent determine the spike it will later produce. So remember to give your glads good care early and all through the season. Keep them well sprayed or dusted as a preventative against thrips from the time they are six inches high, until they have bloomed. It is easier to dispose of one adult thrip early than thousands of them later on. Side dressing of fertilizer should be applied when plants are half grown, and again just prior to blooming, worked well into the soil and given immediate and ample watering.



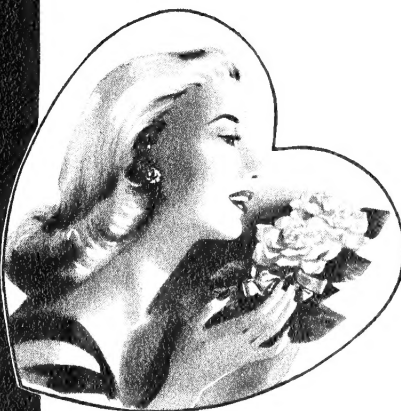
Hearts Desire

I know of no other variety which won such wide acclaim the first year on the market as did Hearts Desire. Distribution was very limited, but everywhere this glad was grown it met with great favor. From the few spikes available at show time it easily won in its class, and in several places made its way to the table of champions. Hearts Desire is a beautiful pastel, ruffled pink. The outer edges are of light pink which gradually shade into white, then into pastel yellow. Florets grow very large, 6" or over, are ruffled and have a heavy midrib which gives them plenty of substance and keeping qualities. Hearts Desire produces many bulblets which germinate fast and grow into very fine, large bulbs. A strong growing variety in every respect.

SHOW RECORD

3-spike seedling champion, Chicago, 1946.
A rating, Binghamton, 1947.
Best recent introduction, Binghamton, 1948.
Best amateur spike, Lebanon, 1948.
Section champion, 500 size, Ames, Iowa, 1948.
Many firsts, and various other awards.

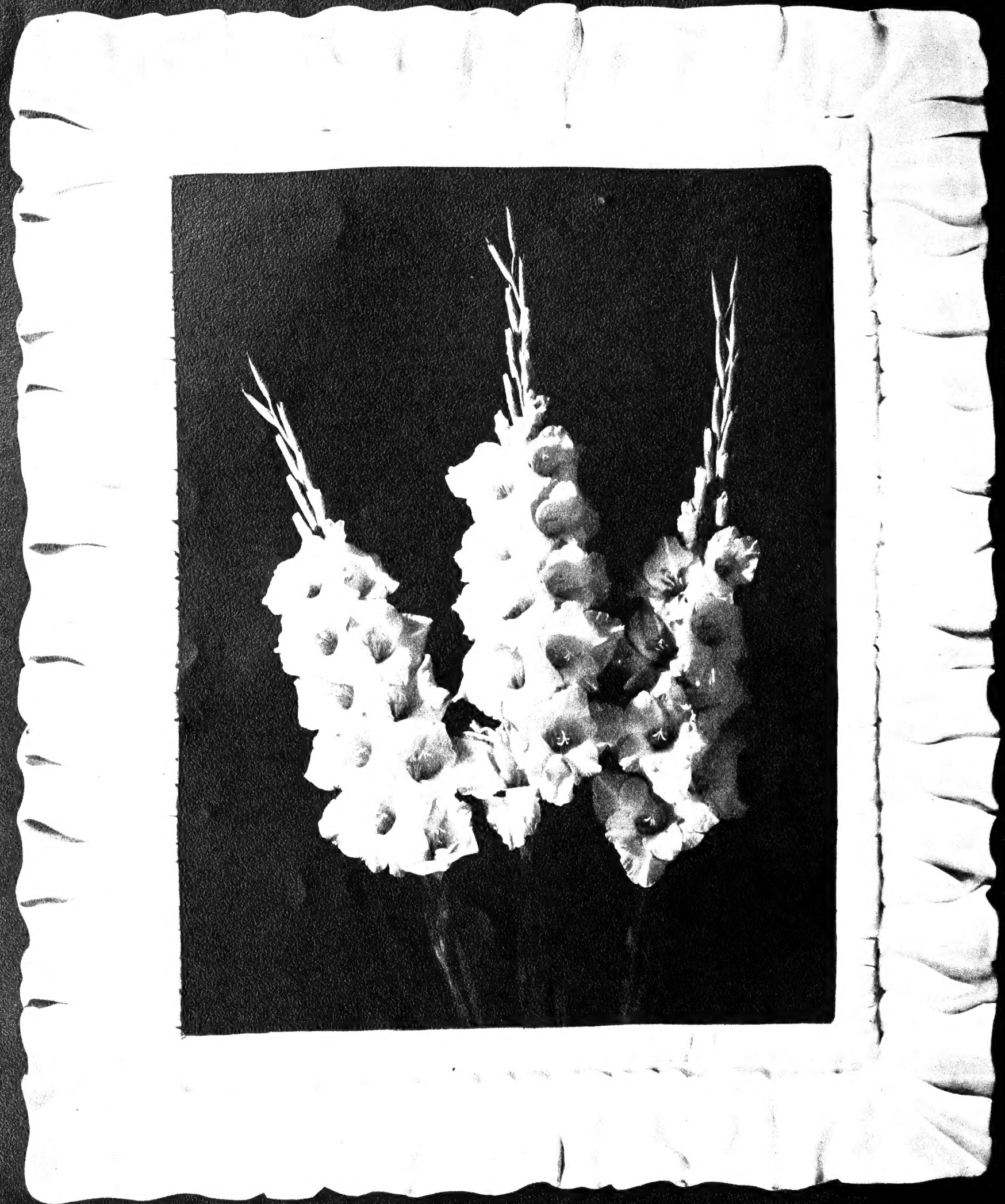
AT LAST . . . A CONTEST!



How do good names for our new gladiolus originate? You know it's not easy to find good names, descriptive, easy-to-remember, appealing names. The name "HEARTS DESIRE" was suggested by this picture. I used the illustration several years ago for the Milwaukee Florists for a Saint Valentine's Day advertisement. It was titled "Her Heart's Desire, a corsage for St. Valentine's Day."

Can You Originate a New Name? Try Your Luck!

I have purchased two fine new seedlings from Mr. Carlson. One is a very tall, apricot yellow which is capable of opening sixteen medium sized florets. It will be named Summer Gold. The other is the finest pastel lavender I have ever seen. I want an outstanding name for this variety. Can you help find one? Send in your suggestions and if you hit upon a name suitable to me I will award you \$50 in stock of this very outstanding new variety. No purchase of bulbs required, just send your idea for a good name. It will be quite an honor if you suggest the winner.



Immaculate

Immaculate was a sensation at the Binghamton, 1947 show where it received an A rating. It was beaten three votes to two for grand champion seedling of the show. However, in field performance it hasn't quite measured up to expectations, probably because I had held high hopes that it would match Spic and Span for easy growing qualities.

Immaculate can easily be your finest gladiolus, and will be if you give it a little extra attention. It opens many florets at once and is highly ruffled, so, like almost every ruffled variety, it needs water and good fertilization to give the spikes maximum height.

Florets are $4\frac{1}{2}$ -5" of excellent substance and will open 10 to 12 at one time on a tall, always perfectly straight spike. You will

note, also, that the plant has ten leaves, rather than the seven on most varieties. Overall height 55-60". Flower heads 26-30", well over 22 buds.

Immaculate is excellent for hybridizing. Its parentage (seedling of Picardy x Maid of Orleans crossed with Mary Elizabeth) gives it a good background. Mr. Carlson recently wrote to me saying that the majority of his 1948 seedling selections came from Immaculate.

I have set a very modest price on this new introduction. I am confident that it will prove of greater beauty and importance than the price reflects. If so, the advantage will be all in your favor, with a good opportunity to prove the best investment you ever made in gladiolus.

1 Bulb, any size, and 10 Bulblets \$3.50

CHATTER BOX



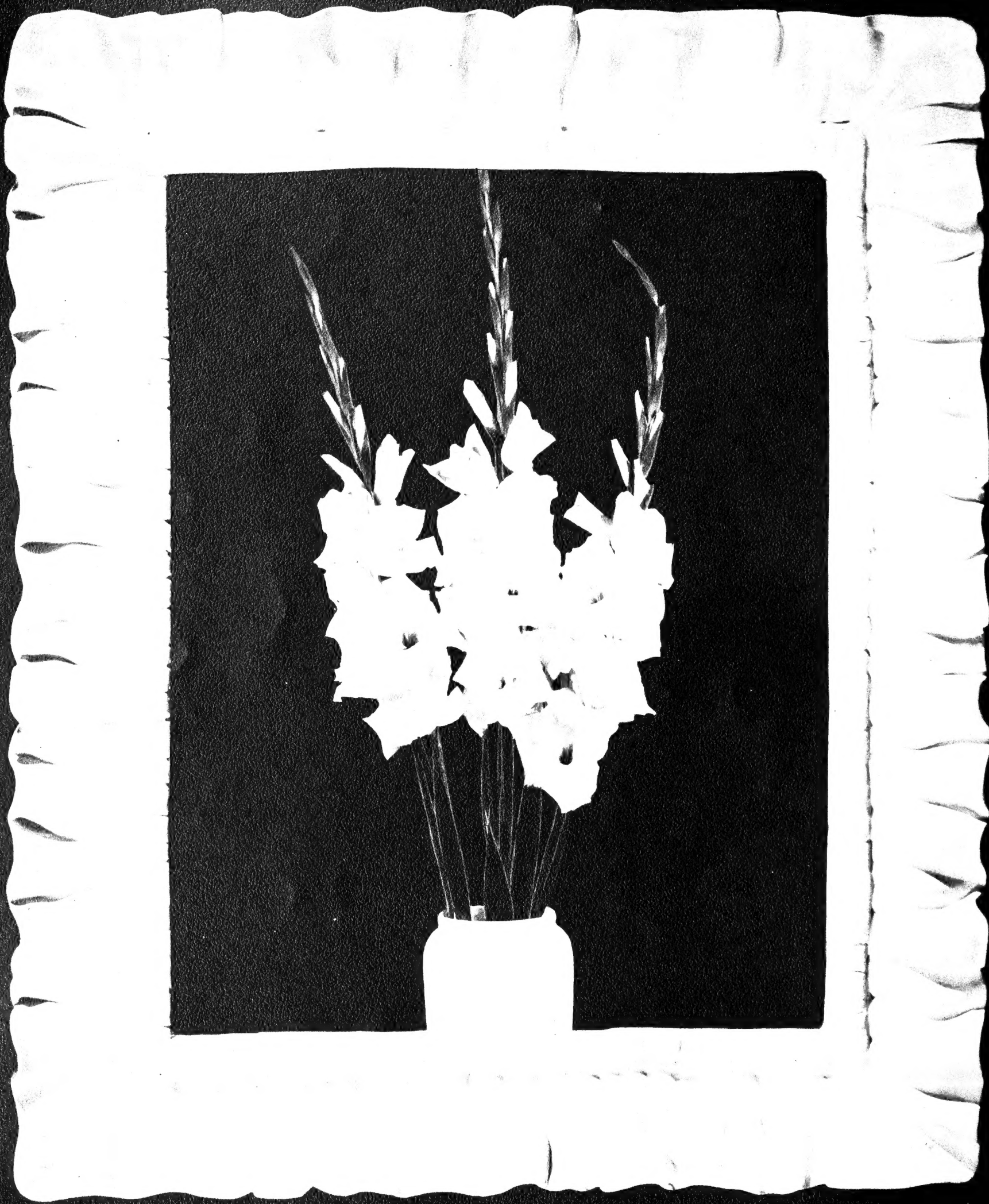
1948 WAS A GREAT SHOW SEASON

For the first time in several years most of the show season was favored with excellent weather, cool for midsummer, with the result that the shows really

were very fine and filled with outstanding quality blooms. You will note from the show reports that there were more varieties than usual represented among the champions this year. A different variety won at every show I visited. My opinion is that this was brought about by the fact that the better growing season made it possible to get the winning spikes from some varieties difficult

to grow unless they have favored conditions.

My interest at the shows is always centered in the seedling section. From the great many seedlings displayed it is apparent that we are developing more and more noteworthy hybridists. It is, therefore, necessary to be more critical in judging this section, as only a limited number of varieties can be introduced and marketed profitably. Probably you, too, have noticed that the color classes are becoming filled with finer and improved varieties. This all means that the hybridists must work, and they are working, for greater refinement in gladiolus, purer tones of coloring, finer ruffling, better all-



Cynthia

CYNTHIA, by Dr. Francis X. Graff

A seedling cross of Pacifica and Crinkle Cream

Cynthia won the champion seedling basket award at the Wisconsin seedling and recent Introduction Show, early August 1948, beginning a promising career for a handsome, outstanding early yellow gladiolus. The beautiful spikes which composed this basket were of a clear, medium shade of pure yellow (no green), all spikes holding seven or more open florets.

Any size Bulb, \$5.00

The spikes of Cynthia attain a height of 55 inches, with an average of 20 buds. The slightly recurved and somewhat frilled florets open wide, have good substance and good attachment. From what I have seen of this fine new yellow I believe it is going to fill a valuable need in this important color class. Opens well from bud. A doubly good variety because it is early.

Any size Bulb and 5 Bulblets, \$10.00

CHATTER BOX



judges have done a good job in appraising the seedlings before them.

VARIETIES WHICH CAPTURED MY FANCY

It does not always take a new variety to win top honors at a show, but it usually does take time, care, attention and a little knowledge to produce winning spikes. However, the new varieties are so greatly improved over most of the older ones that they capture the greater proportion of top honors. Such varieties as Elizabeth the Queen, Corona, Connecticut Yankee are usually represented on the table of champions, but they all need expert growing and more than ordinary care and attention to get them there. In other words you are rewarded in growing

around quality. Judging at the seedling shows has, therefore, become a difficult task, but after the judging is completed, it is usually apparent that the

many varieties in proportion to the love and care you give your flowers.

There were several fine new reds at the shows this year. One of the best, particularly because it is early, is Red Cherry. This fine glad makes marvelous, large spikes with many florets open. I believe it is destined for great popularity, both for exhibition and commercial purposes. Red Wing comes a little later, a tall-growing, excellent deep red with many open. It is capable of winning Grand Championships. Another red which greatly surprised me was Poinciana. The first spike to open had six beautiful, large, rosy red florets open, deeply ruffled, on a sturdy spike. It is ruffled with a heavy mid-rib. Then there was the much talked about, high scoring Nancy, which is especially recommended for commercial growing. All four were good, each with some special recommendation to make it worth while. Other fine reds include Birch Red, Kenwood, Red Charm, Destiny, Dieppe, Pfizers Century, and the black reds, Black Cherry, Paul Robeson.



Nancy

When Roger Arnett was in Milwaukee last February to attend the New England Gladiolus Society Conference I told him that if he would send me a few spikes of his new gladiolus Nancy I would take a photo of them together with my daughter Nancy. So sure enough, right in the middle of our August heat wave, when the temperature was over 100 degrees, a box of blooms arrived. They were shipped dry, by parcel post, and as was to be expected they were quite wilted. I cut the stems, placed them in water for a day, and the next afternoon took the

nice photo which you see here.

Nancy is a seedling derived from Picardy and Rewi Fallu, retaining most of the Picardy spike characteristics. The red coloring is brighter than Rewi Fallu. Spikes average 19 buds, of which seven open at a time. Substance is very good, and attachment and keeping qualities excellent. Has rated very high in trial gardens and on the show table. Very moderate introductory prices make it a good investment.

As Nancy says: "I lo-o-ve that flower!"

Prices: Large, \$1.00; Medium, 75c; Small, 50c; Bulblets 10 at \$1.00

CHATTER BOX



Another outstanding new variety is Gold Medal. Grown from large bulbs, it comes a little early, so was not too evident at the shows. Gold Medal is not a

pure yellow, but carries some deeper buff tones. If you want a fine, large show winner, or a good florists' flower, be sure to make an early start with this fine variety.

Several new whites commanded their share of attention at the shows. Included were Texas, Lady Ann, White Goddess, The Bride, Eureka, Florence Nightingale, Annette, Christine. Of these Texas, Florence Nightingale and White Goddess grew the longest flower heads. Lady Ann and Christine were a bit shorter but had beautiful large florets. The Bride is a fine white with a tiny rose marking in the throat. For a long growing season be sure to try Reliant with its

giant florets and large flower head. You can find good use for all of these whites in your garden. The variation in styles and growing season offer interest for the hobbyist and practical qualities for the commercial grower.

Immaculate must be included in the whites. I rate it as our most beautiful white and among the most beautiful of all varieties. It has heavy ruffling and a compact flower head which makes it fine for florists' work. Here in Wisconsin we suffered with the fourth consecutive year of dry, warm weather and it has been almost impossible to evaluate gladiolus grown under field conditions as practically none of them do well without moderate to heavy supplies of water. Immaculate was a sensation at the 1946 Binghamton seedling show. The price is low enough to permit you to try it this first year on the market. Give it a little care and it will surely win for you at the shows.

At our Wisconsin seedling and re-





Our Display Center of Attraction
WISCONSIN 1948 SHOW



from Reliance Gardens

Focus the spotlight on the middle spike. This is Miss Chicago. Here's a variety which offers something new to the glad world . . . giant size, excellent coloring, a large, compact flower head which makes a mass of color, and a novelty inverted yellow crescent throat mark.

Miss Chicago grows 6 inch florets of a light rose color with a lavender cast. The tall spikes carry 20 buds of which 8 to 10 will open at a time. Spikes always strong, straight and sturdy. Promises to be a great commercial. Produces bulblets in a conservative number, but they germinate readily and grow vigorously. Winner of many fine awards including: 1st and champion seedling, Kankakee, Ill., 1948; 1st in one- and three-spike section, Wisconsin 1948 Seedling Show; 1st and champion three-spike seedling, Wisconsin 1948 State Show; two firsts, champion three-spike seedling and American Home Achieve-

ment, Garfield Park, Chicago 1948.

Prices: Large, \$5.00; Medium, \$4.00; Small, \$3.00 (no Bulblets)

On the right is Tralee, a very fine light rose of excellent commercial qualities. As you will note, the florets have spacing near the top which permits the stem to be seen, but this is not a serious fault for commercial growing. The spikes all grow perfectly straight, making everyone a cutter. The color rates high for florists' work.

The spike on the left is Gold Medal, one of my favorite glads. This is not a typical spike, as it usually opens more florets and they are very large and fine. It grows very tall and makes fine exhibition flowers, as well as a most desirable spike for florists' use. I highly recommend Gold Medal. Blooms a little early. Time your bulbs for show purposes, large sizes, at about 70 days.

CHATTER BOX



cent introduction show Dr. Graff's new yellow seedling was presented in a most impressive manner. The basket exhibited was beautiful, all spikes carrying many open florets, a choice, medium yellow. It is named Cynthia and is pictured elsewhere in this book.

One of the most impressive of the 1948 introductions was Connie G. This is a very large, ivory-cream colored glad, ruffled, of heavy sub-

stance and almost impossible to beat at the show table. Stock is very scarce and there will be no better time to start growing this variety than now. Evangeline was one of the tallest in my garden, grown from medium bulbs. It was really beautiful.

I forgot to mention Mountain Gem among the new reds. At our Wisconsin state show there were several winning spikes of this variety which really were outstanding and as fine as any show spikes I have ever seen. You will surely enjoy this giant of the



from Winston Roberts

On the page opposite, from left to right, are three of Roberts originations, Red Cherry, Boise Belle and White Goddess. Time will prove that Red Cherry is one of our best commercial reds. It will be a real money-maker because of its earliness. It is a choice, deep red of brilliant color, with darker throat markings. The spikes grow very straight, open six to eight, and as you will note the buds nearly all show color. If you want to take a little humble advice, invest in this glad now.

Boise Belle, in the middle, offers you something new in unusual coloring. The florets are made up of deep pink and yel-

low, clear yellow lip petals with a dainty edging of pink. You will find that it opens 9 to 12 ruffled, medium sized florets. Flowerhead 26 inches, usually 20-22 buds. Late mid-season. He who hesitates is lost. If you want this variety this season, order now.

White Goddess, at the right, was well received the first year on the market. Color, clear white with light cream throat. Grows very tall, 20-22 buds with an average of eight 5 1/2 inch florets open. Vigorous, easy growing variety, producing a lot of bulblets which germinate easily and produce nice, clean bulbs.

CHATTER BOX



reds. Another variety which is fast coming to the fore, especially for its commercial value, is October Sunshine and it wins consistently at the shows.

For cut flowers for your home or for the commercial market it is outstanding.

Patrician is a beautiful new lavender which must be admired. It is a pure, self, much the same as Minuet in color. Makes small bulblets but they germinate perfectly and grow vigorously.

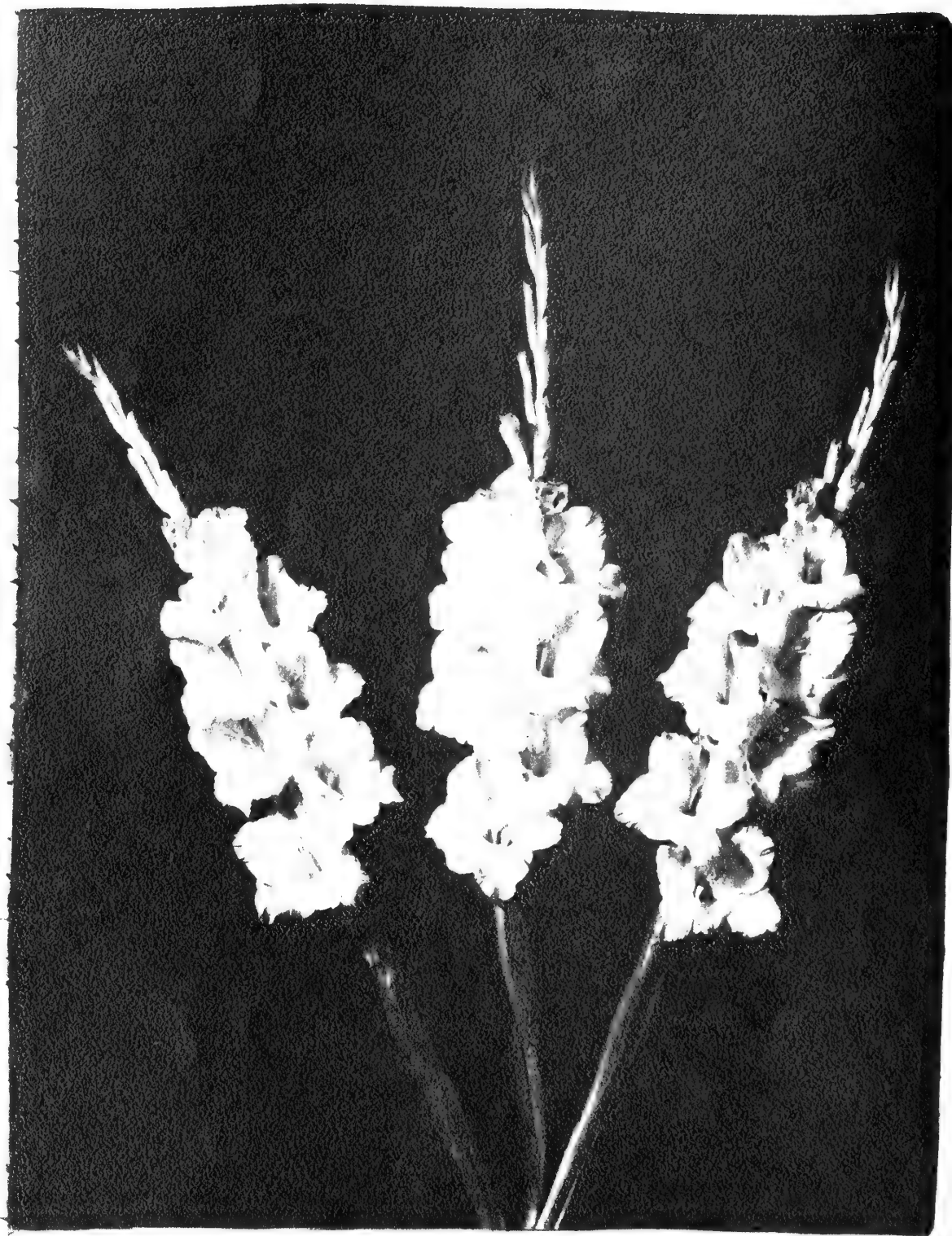
I still like Silver Wings for a reliable and beautiful white. I rate it above Leading Lady for dependability, fine cutting qualities and beauty.

And so the story goes. I could talk about every variety on my list as I grow them all because they are good, dependable and valuable varieties. In some of the leading

commercial colors, white, pink, rose, lavender, red and a few of the darker colors you will find a wide selection offered to help build a choice selection for your personal use, or for the cut flower business.

I have had a long and varied experience in the flower business and know that it is not all glory and profit to grow flowers on a commercial basis. I would like to convey the thought that I have your interest at heart and want you to feel free to ask for any advice in the selection, growing and marketing of gladiolus which you need to help make your gladiolus a profitable venture.

Just one more thought. As you might suspect, the compilation and preparation of a catalogue such as this are very costly these days. It is mailed only to those who have responded to my advertising. Your name will not be retained on my mailing list after three years if an occasional order is not received to help defray, in some measure, the cost of printing the catalogues.



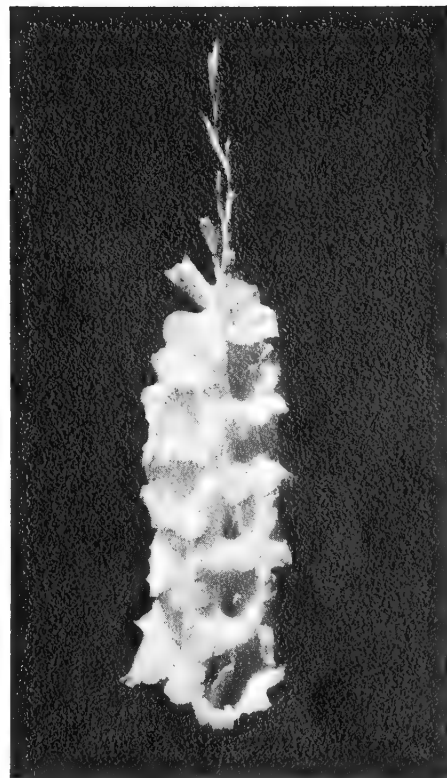
Spic & Span

THE GREATEST NAME IN GLADS

Spic and Span is fast fulfilling my early prediction that it would become one of our all-time greats. It has again won many awards at the 1948 shows, with several Grand Championships. It is not an easy matter for a 400-sized variety to win a championship over the giant classification, but Spic and Span has done it consistently for the past four years. However, this matter of winning at the shows is not all-important. Of greater value is a variety's field performance, its growing habits, its health and the percentage of quality spikes it produces. In these attributes Spic and Span really excels. It is an easy-grower, and anybody can produce show spikes with it, without unusual or constant care.

The cut flower growers will be interested in knowing that Spic and Span rated exceptionally high in the Florida Disease Trials and as a result is in demand for southern winter growing. It does still better in the north where we do not have all the trials and tribulations of the warm climates. Bulblets germinate 100%, grow fast and with a normal season most of them will bloom before frost, making tall spikes with flower heads as good as many varieties produce from bulbs.

Spic and Span is a vigorous grower. Foliage is bright and clean, not too tall. Every bulb will produce a saleable spike, no crooks or stubs, with from six to ten open florets. This year's prices are low enough to permit every glad grower and every show fan to have it in



SPIC AND SPAN

One of the best spikes at the Binghamton Eastern National Show in 1948 was this spike of Spic and Span shown in the recent introductions. It won 1-2-3 in the 432 class but was beaten by Hearts Desire for the Best Recent Introduction award. Spic and Span had other wins at this show, including best Amateur Spike.

their gardens. For the cut flower grower it will prove his best investment from a financial standpoint; for the hobbyist his best investment in pleasure and satisfaction gained from growing a splendid flower.



ORIENTAL PEARL — "The Wonder Glad"

One of the largest growing, most vigorous of all gladiolus. I have many testimonials from cut flower growers which say that it is one of their best selling varieties. For your own personal use it will give you more pleasure than

any other variety I know. It has immense pale cream florets, which easily reach 7" across, and often win for largest floret in the show. Be sure to grow this fine variety this summer. Now modest in price.

Variety Comments

ANNAMAE

One of the earliest varieties and always a money-maker for the cut flower grower. Pure, chalk white, always in demand.

ABIGAIL

A good lavender making tall spikes with up to 8 open florets, similar to Minuet in color.

ABU HASSAN

A fine, deep velvet blue. Really a choice color but not easy to keep disease free. Wonderful color.

ATOM

My favorite small sized Glad. Scarlet with a silver edging. Very outstanding, for shows, for florists and for your home.

BEAUTY BLUSH

Has been popular at the shows and for cut flowers. A blush pink with wide open florets which lie tight against the stem.

BETTY'S CHOICE

An attractive combination of light rose florets with cream center and cream edging. Medium size, ruffled, rather late. Grows tall.

BIRCH RED

A very substantial medium red with round florets of heavy substance. Medium length flower head but a good commercial. I recommend it.

BLACK CHERRY

A fine, deep black-red, with extremely large florets—will open 8. A sure winner in its class and a good florists variety.

BLACK PANTHER

Dark, velvet red with large florets. Strong growing. A good medium priced variety.

BLUE ICE

Tall glowing, light blue with cream throat and deep blue feather. Large florets, but lacking substance if weather is not ideal for its growing.

BLUE LAGOON

Medium blue with lighter throat. A tall, strong grower. Will bloom from bulbets. Straight spikes. For me the best commercial Blue.

BOISE BELLE

Has attracted a lot of attention this year and is in great demand. Deep pink with yellow lip petals and attractive yellow edging of florets. Opens 9 to 12, ruffled blooms. Late mid-season. A winner.

THE BRIDE

I like this medium sized pure white with its small rose throat marking.

BURMA

Everybody's favorite, deep ruffled rose. Tall growing and very fine both for exhibition and the cut flower trade.

CHANTILLY

A choice light pink with deeper pink throat holding a soft rose feather. Tall and opens many florets. Excellent.

CHRISTINE

An immense white of much merit. Usually opens four or five florets, but they are sufficient to make a dandy spike of bloom. Bulbets need attention to get them to germinate.

COLOR MARVEL

One of those varieties which build up popularity slowly but surely. Medium sized florets on a tall, straight stem. Its striking combination of pastels—yellow, orange, and pink—make it a desired florists glad.

CONNECTICUT YANKEE

More of an exhibition than commercial variety because of slow propagation. A deep pink with many large formally placed florets. Very good.

CONNIE G

A new style, tall ruffled cream, which created much favorable comment during its first year. Won practically everywhere shown. Opens 8 large, well placed florets. Still high priced but worth it. Why not invest in it while new?

CRACKER JACK

A reliable early, tall growing variety in orange tones. A good cut flower variety. Propagates fast and is easy growing.

CONCORD

A royal purple with some ruffling. Rated as a good florists variety. An excellent early variety for this color class.

DAISY MAE

Makes a large spike of deep rosy orange florets which have a cherry blotch in throat. Florets around 6 inches and many open. A good commercial which is dependable and easy to grow.

DAWN GLOW

This variety is gaining in popularity. A fine combination of sunrise colors. Usually short on the bud count but this is offset by favorable coloring, good substance and a practical florists spike.

DEBORAH SAMPSON

At the Wisconsin Seedling and recent introduction show last August, this variety was compared with Evangeline and Phantom Beauty. General coloring was much the same and all three were excellent. All three have won top awards. You should grow them all as each has distinctive features to its credit.

DESTINY

A bright red, one of the reddest Glads, with white pencilling. A very fine commercial and one I highly recommend.

DIEPPE

An orange red. A very reliable grower. Opens 6-7 good sized florets on a tall straight spike.

DONELLA

Early pink, spikes rather short. Recommended mostly because of its earliness. Its large bulbets are vigorous and make large bulbs.

DREAM GIRL

A choice commercial pastel rose pink. Medium sized florets with 8 open on tall whip-like stem. Medium propagator but excellent and highly recommended.

EUREKA

Highly rated as a commercial white. It is a Picardy sport, carrying some of the usual Picardy growing habits. Florets 5 1/2", up to 8 open. Propagation, good.

EVANGELINE

The show sensation. A beautiful pink with slight lavender tone and slightly yellow throat. Grows very tall with ten immense ruffled florets which occasionally come with some irregular placement. Invest in this variety now while it is new for a profitable investment.

FABULOUS

I didn't care too much for this variety when I first grew it, but it has proved much worthwhile for florists decorative work. Color—deep pink with cream throat marked with a cherry-red crescent blotch.

FUCHSIA BELLE

A very fine color—deep fuchsia red—tall growing with 8-10 medium sized florets open. Crooks some but still excellent.

GARDEN GOLD

The buff lip petals on this large, medium yellow add richness to its good color. Tall spikes, with six open. Propagates a little slowly but it is good.

GLEAM

Highly ruffled florets of heavy substance. Medium yellow, a little short and only opens about four. Spikes of good substance and keeping qualities. Has its place among the yellows.

GOLDEN ARROW

Medium yellow. Grows tall with 6 to 8 florets open. Propagates fast and is easy to grow.

GREEN MANTLE

Spikes of good substance with cream florets with green cast. A useful variety for florists looking for odd and new shades.

HUNTRESS

A smoky toned deep lavender. Early and valuable cut flower. Slightly ruffled and many open. Appreciated by florists.

JUNE DAY

Another valuable early variety. Bright pink with cherry blotch. Tall, large florets. Makes large bulbets which make cuttable spikes for late fall.

KENWOOD

A most satisfactory late deep red. Tall spikes with 5-6 large florets. Rates well as a commercial.

KLONDIKE

Early golden yellow. Medium sized florets with 8 open. Some ruffling. Heavy substance making it very suitable for the commercial market.

LADY ANNE

Not too tall, but still good cutting spikes. Florets have wide spacing, are large, white, with some yellow in throat. A good cutting variety and early.

LAKE PLACID

Tall ruffled cream. 5" florets, 7 open. Some yellow in throat. Strong, consistent grower.

LAVENDER PRINCE

A very fine medium lavender. Spikes always tall and straight. Makes good bulbs and bulbets. Are easy to grow. Well liked by the florists.

LEADING LADY

Everybody knows about Leading Lady. One of the greatest show winners of all time. Excellent commercial as well as exhibition. Should be in every garden.

LIPSTICK

A dandy shell pink with rose blotch. Tall spikes with most florets open or buds showing color. Ruffled. An older variety rapidly coming to the fore as a cut flower variety. Also a great show winner.

MARGARET WOOD

One of my favorite dark colors, a rich wine purple. Florets immense with informal placement. Opens only 4 or 5 but they are large and beautiful. A good cut flower variety.

MARION PEARL

I like this variety better than Connecticut Yankee although it is not quite as large. Salmon pink with bright pale pink throat. Spikes always straight. Many open florets.

MINSTREL

Largest of the lavenders. Spikes a little short but flower heads are extremely large and of fine medium lavender coloring. Slow propagating, otherwise excellent.

MISS WISCONSIN

Always my favorite medium rose since the day I first saw it as a seedling. Fine show record. Now grown in large quantities by cut flower growers everywhere. You need it, so stock up now. This year's prices are very reasonable.

MORNING STAR

In my estimation the finest of the many Picardy Sports. Giant size florets, very white, fresh and crisp looking. Well worth growing. Throws some Picardy reverts, but bulbs come from well roughed stock.

MOUNTAIN GEM

My choice of the giant reds. There were beautiful, marvelous spikes at our Wisconsin Show. Will be approved as outstanding when more stock gets around.

MT. INDEX

A good substantial white cut flower variety. Has a cream throat. It will prove a profitable variety to grow. Quite early.

MYRNA FAY

A vigorous medium lavender with some flecking. Tall growing—many open. All size bulbs and bulblets will bloom. A good cut flower.

NANCY

The much talked about, high rating Nancy is now ready for you at a very modest price for a new variety. Makes tall spikes, deep red florets of excellent substance. Promises to be a good commercial.

OCTOBER SUNSHINE

If you want a good glad, try this one. Excellent in every respect. A rich, golden yellow with orange tones on outer edges. Opens about six beautiful florets on tall, straight spikes. One of the best. Don't miss October Sunshine.

OKLAHOMA

Smoky grey with blue overcast. Popular and well liked.

ORANGE GOLD

A deep, rich orange. Only opens 4 or 5 florets but has excellent color values. Spikes may crook but are artistic for florists work. Very good.

ORIENTAL PEARL

(See page 20)

PATRICIAN

A choice self lavender of wonderful coloring. Large florets. Holds great promise to become a leading show and commercial variety.

PAUL ROBESON

Grows tall and opens the most florets of the new dark maroon varieties. Capable of winning at any show.

PHANTOM BEAUTY

Best of the new light pinks. Very formal spikes with ten or more open. Makes compact flower heads, ideal for commercial purposes. Grows easy. Propagates well. A good, all-around variety.

PINK CHARM

A waxy pink commercial, with deeper pink throat. A good florists flower.

PINK LACE

A nice, large, compact flower head, composed of beautifully colored, pink toned florets. Medium height, but different than most pinks.

PINK LADY

Shell pink, with prominent white throat. Tall, very good.

POINCIANA

Another good, substantial red. My eyes "popped" open when I saw the first one bloom in my garden. Large 6" florets, up to 8 open. Ruffled and fluted florets similar to Glamis of which it is a seedling. Makes good bulbs from bulblets. O. K. in every respect. I recommend it.

PREVIEW

Cerise rose, shading to white throat. Tall spikes, 7 open. Early and promises to be an excellent commercial.

RED WING

A radiant new red of great commercial promise. Its 60 inch spikes carry 22-24 buds, ten of which may open at one time. Of grand championship calibre.

REDOWA

Bright scarlet, somewhat darker throat. Five-inch florets, 7-9 open. Attachment good. Bulblets fast growing and usually flower.

RELIANT

You need a long growing season for this late giant white. By all means try it. Rated highly for hybridizing.

RUTH ANN

Outstanding and different in the lavender class. Large, heavily ruffled florets, deep orchid colored lip with the outer petals shading into lighter lavender-pink tones. Produces long 22-bud flower heads, with 8 open florets. Healthy and a good propagator.

SILVER WINGS

Since I first saw this variety and pinned a winning seedling award on it at our Wisconsin show in 1945 I rated it better than Leading Lady. A choice, ruffled white Picardy sport, prolific and easy growing. One of the best cut flower varieties.

SPIC AND SPAN

(See page 19)

SPOTLIGHT

Now the favorite commercial and exhibition, low priced yellow. A clear, rich yellow with carmine blotch. Grows tall and easy. Blooms from all size bulbs and bulblets.

STRAWBERRY PEACH

Large, ruffled orange pink with scarlet blotch. Opens 6-8 large florets. Substance heavy. In good demand.

SUNLITE

A rich, medium orange with golden throat. Tall, vigorous grower and very popular.

SUN SPOT

A most popular show variety which is destined to become a leading commercial. A giant, ruffled buff with some rose in throat. Its ability to open many florets on a tall straight spike makes it a leading show variety.

TEXAS

Tall, willowy, early pure white. Valuable cut flower variety. Easy growing and prolific. You need it to round out your cut flower list.

TIVOLI

One of the very few foreign varieties I list, and one of the best imports. A clear, choice light rose. Straight, tall spikes. Fine color and an excellent commercial prospect.

TOPFLITE

Beautiful, tall pastel rose with 8 open florets. Choice color and excellent in every respect except that it increases slowly.

TRALEE

Tops for cut flowers. An early light lavender rose. Spikes always straight and perfect for cutting. Will be a leading commercial.

TROCADERO

A rich, attractive deep orange. Tall, vigorous, easy to grow.

VENIDA

Strong growing lavender with large cream throat. An attractive combination. Florets are ruffled, spikes straight. A "coming" commercial variety.

WHITE CHALLENGE

A favored, tall-growing white. Florets are tinged a blush pink and have a small rose blotch in throat. Heavy texture. Opens 7-8 on a well-built spike. Rated highly for show and commercial purposes.

WHITE GODDESS

(See page 17)

WHITE GOLD

A popular early creamy white. Very large florets. Good propagator. Always sells and will always make money for you because of its early season.

YANKEE LASS

A choice shell pink with 6-8 five-inch perfectly placed florets.

Cosmopolitan Glad Gardens
231 West Wisconsin Ave.
Milwaukee 3, Wis.

Date.....

Name

Street

Post Office _____ State _____

Express Office

[illegible]

All shipments carry ample insurance. If parcel is damaged or gives indication of frost damage make immediate examination and present claim to your express or post office. All orders accepted subject to stock being unsold. Orders filled numerically as received. No guarantee is given covering growth of bulbs or bulblets.

TOTAL \$.....

	Large Medium Small			Bulblets		
				10	100	Qt.
Annamae	3-25	5-25				
Abigail	1.00	.75	.50			
Abu Hassan15	.10	.05			
Atom	1.25	1.00	.50	1.00	8.00	
Beauty's Blush50	.35	.25			
Betty's Choice25	.15	.10			
Birch Red	1.50	1.00	.50	1.00	8.00	
Black Cherry	4.00	3.00	2.00	3.00		
Black Panther50	.35	.20	.50	4.00	
Blue Boy	1.50	1.50	1.50	1.25		
Blue Ice	3.50	2.25	1.50	3.00	24.00	
Blue Lagoon	1.50	1.00	.75	1.00	8.00	
Boise Belle	2.50	2.00	1.00	2.00	15.00	
The Bride	1.00	.75	.50	.80	5.00	40.00
Burma15	.12	4-25		.75	10.00
*Chantilly	2.50	2.00	1.50	2.00	20.00	
Charlotte Anne35	.20	2-25	.35		
Christine	3.00	2.00	1.00	3.00		
*Color Marvel50	.35	.25	.50		25.00
Complexion	5.00	3.00		.75		
Connecticut Yankee	1.00	.75	.50	1.00	5.00	
Connie G	5.00	5.00	5.00			
Cracker Jack35	.25	.15	.15	1.00	
Concord35	.25	.15		3.00	50.00
Cynthia, see page 9						
Daisy Mae35	.20	2-25		3.00	
Dawn Glow60	.40	.25	.30	2.40	
Deborah Sampson	1.50	1.00	.65	1.00	10.00	
Destiny15	.10	.05			
Dieppe30					
Donella50	.30	.25	1.00		
*Dream Girl	1.00	.75	.50	1.00	8.00	
Elegant Lady25	.18	.10	.25	1.50	
Evangeline	5.00	5.00	5.00	5.00		
Fabulous	1.00	.75	.50	1.00	5.00	
Firebird75	.50	.25	.75		
Fuchsia Belle75	.50	.35	.75	6.00	
Gleam	2-25	10-50	10-30		.50	
Golden Arrow	1.00	.75	.50	.40	2.00	30.00
*Gold Medal	2.50	2.00	1.50	2.50		200.00
Gold Standard	1.50	1.00	.75	1.00	8.00	
Grand Opening	3.00	3.00	2.00	6.00		
Green Mantle25					
*Hearts Desire	2.00	1.75	1.50	2.00	16.00	250.00
Hiawatha	3.00	2.00	1.00	3.00	15.00	
*Huntress40	.30	.20		2.00	
Immaculate, see page 7						
*June Day	1.00	.60	.40	1.00	7.00	100.00
*Kenwood15	.10	5-25	.50	1.00	15.00
Klondike	1.50	1.00	.75	1.00		
Lady Anne60	.45	.30	.50	3.00	50.00
*Lavender Prince25	.15	.10	.25	2.00	
*Leading Lady15	.10	.05		2.00	6.00
*Lipstick15	.10	.05		4.00	
Margaret Wood40	.30	.20	.40	1.50	20.00
Marimba10					
Marion Pearl50	.40	.30	.50	5.00	
*Minstrel20	.40	3.00	
*Miss Wisconsin35	.25	.15	.35	2.00	35.00
Morning Star	4.00			4.00		
Mountain Gem50	.35	.25	.50		
*Mt. Index15	.10	.05			
*Myrna Fay	1.00	.75	.50		3.00	

	Large Medium Small			Bulblets		
				10	100	Qt.
Nancy	1.00	.75		1.00	8.00	
October Sunshine	1.00	.75	.50	.80	6.50	
Oklahoma45	.30	.20	.25	2.00	
*Orange Gold25	.15	.10	.25	1.50	16.00
*Oriental Pearl50	.40	.30	1.00	5.00	25.00
Patrician	6.00	4.00	3.00	4.00	32.00	
Paul Robeson	1.00	.75	.50	1.00	8.00	
*Phantom Beauty	2.00	1.50	1.00	2.00	10.00	50.00
Pink Charm50	.35	.25	.50		
Pink Lace	2.00	1.50	1.00	1.00		
Pink Lady	1.50	1.00	.75	1.00		
Poinciana	3.00	2.00	1.00	3.00	22.50	
Preview	1.50	1.00	.60	1.00		
Red Charm	3-25	5-25				
Red Cherry	1.00	.60	.40	1.00	7.00	150.00
Redowa	1.50	1.50	1.50	1.25		
Red Wing	3.00	2.00	1.00	3.00	24.00	300.00
Reliant	1.50	1.00	.50	1.50		
Rhett Butler	1.00	.75	.50		2.50	60.00
Ruth Ann	7.50	6.00	5.00	7.50		
Sherwood	3.00	2.00	1.50			
Siboney	2.50	1.75	1.25	3-1.00		
*Silver Wings25	.15	.10			
*Spic and Span	1.75	1.50	1.25	1.25	10.00	150.00
*Spotlight20	2-25	3-25		1.00	20.00
Strathnavor	1.50	1.10	.75	1.50		
Strawberry Peach	1.25	1.00	.75			
Sunlite75	.50	.25		2.00	
*Sun Spot	1.00	.60	.40	1.00	7.00	150.00
*Texas60	.45	.30		2.00	50.00
Tivoli	1.50	1.00	.50		1.00	
Topflite	3.00	2.00	1.00	2.25	16.00	
*Tralee	2.00	1.50	1.00	2.00		150.00
Trocadero	1.25	1.00	.50	1.25	10.00	
Trojan	1.50	1.00	.75			
Venida	2.00	1.50	1.00	2.00	16.00	
War Paint	2.00	1.50	1.00	1.50		
Wax Model	1.00	.75	.50			
White Challenge	3.50	2.50	1.50	2.00	16.00	
White Goddess	1.50	1.00	.60	1.00	4.00	
*White Gold	3-25	5-25			.25	
White Magic	3.00	3.00	2.00	4.00		
Yankee Lass	2.00	1.50	1.00	2.00		

Items marked *

Note: 10 Bulbs at 8 times single rate.

100 Bulbs at 8 times 10 rate.

Write for prices on larger quantities.

TERMS: All items and quantities subject to prior sale.

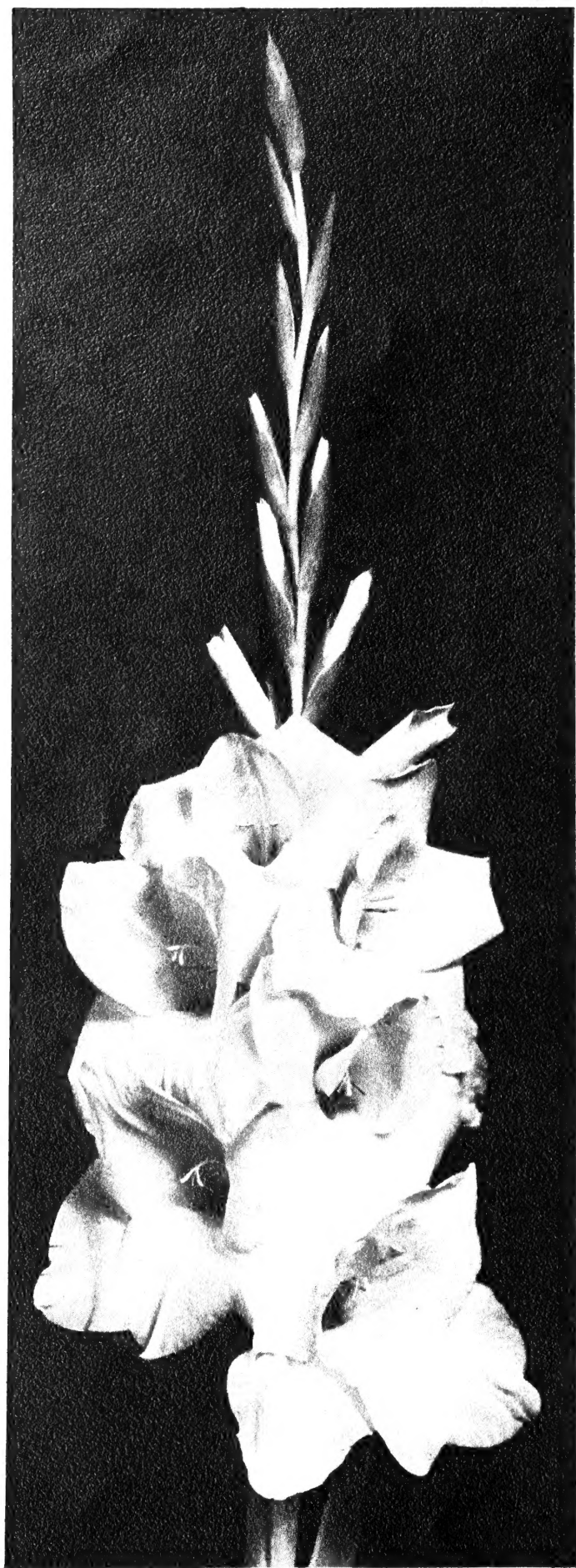
BULB SIZES: Large size includes bulbs measuring 1 1/4" or over.

MEDIUMS: 3/4" up to 1 1/4"; SMALL: 3/4" or under.

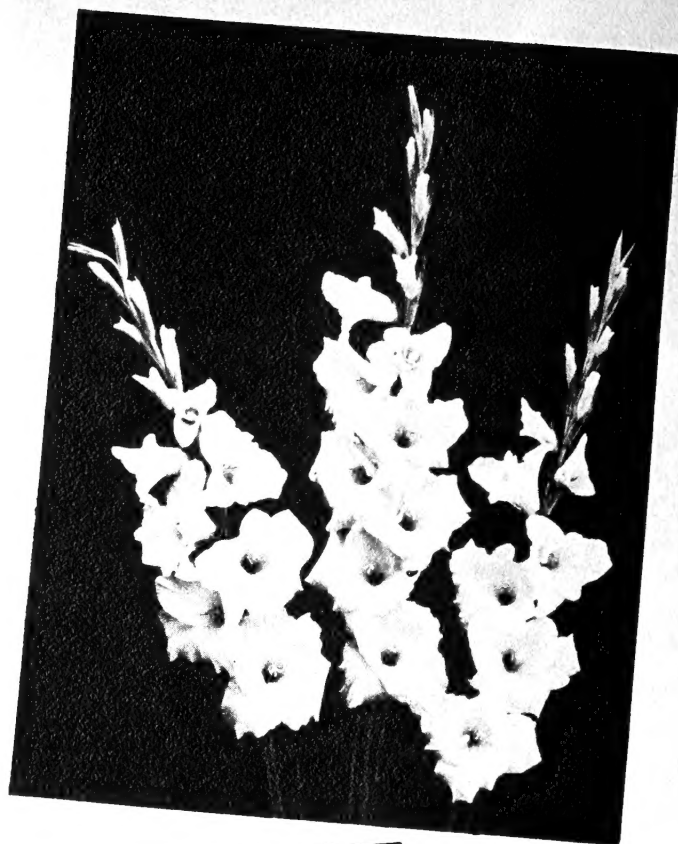
RETAIL PRICE QUOTATIONS: Shipped postpaid. Larger quantities,

F.O.B. Milwaukee.

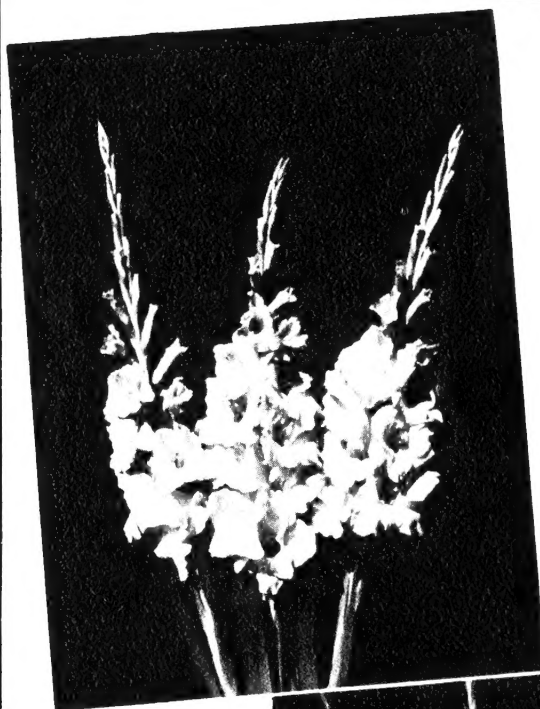
Write for wholesale prices on large quantities of the prominent commercial varieties.



Oriental Pearl



Lady Ann



Evangeline



Beauty Blush